

Message Text

UNCLASSIFIED

PAGE 01 LONDON 10727 091716Z

14

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 077608

R 091709Z JUL 76

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 3549

UNCLAS LONDON 10727

E.O. 11542: N/A

TAGS: BEXP, UK

SUBJECT: U.K. CCP FY 76: JUNE 30 PROGRESS REPORT

REF: CCP FOR U.K.. FY 1976

1. WITH EXCEPTIONS NOTED IN EARLIER QUARTERLY REPORTS, CCP IS OVER TARGET IN QUANTITATIVE TERMS IN TOS AND LOS. CAMPAIGNS GENERALLY ON TARGET WITH PACKAGING CONTINUING TO PRESENT US WITH PROBLEMS. WE HAVE HOPES OF GETTING CLOSER TO TARGETS WITH ASSIST FROM SEPTEMBER USTC USAPAK SHOW.

2. FOREIGN BUYERS PROGRAM (FBG). DESPITE CONSIDERABLE EFFORTS WE HAVE UNEVEN SUCCESS IN PROMOTING THIS CONCEPT. U.K. BUYERS GENERALLY SOPHISTICATED AND EXPERIENCED IN U.S. MARKET. BY AND LARGE THEY TEND AVOID TRAVEL IN SPECIAL GROUPS TO U.S. SHOWS. WE ANTICIPATE CONTINUING OUR INTENSIVE EFFORTS IN CERTAIN AREAS SUCH AS CONSUMER GOODS WHERE THE CONTACT AND GOODWILL SIDE EFFECTS ALONE WOULD JUSTIFY THE PROGRAM. WE WILL, HOWEVER, REDUCE OUR SUPPORT EFFORTS IN PROBABLY LESS PRODUCTIVE AREAS AND SHIFT RESOURCES WITHIN THOSE CAMPAIGNS.

3. SECOND U.S./U.K. BUSINESS DAYS HELD IN MANCHESTER IN CONJUNCTION WITH APPEARANCE /BY AMBASSADOR AT OPENING OF IN STORE PROMOTION. RESULTS REPORTED IN A-414 OF JUNE 16, 1976 ARE SUFFICIENT COMMENT ON THIS VERY EFFECTIVE PROGRAM. OUR NEXT SUCH EVENT WILL BE IN THE BRISTOL/ SOUTH WALES AREA PROBABLY IN LATE OCTOBER BECAUSE OF UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 10727 091716Z

CROWDED SEPTEMBER EVENTS SCHEDULE.

SPIERS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LONDON10727
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760266-0358
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760775/aaaacnlx.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2004 by ThomasVJ>; APPROVED <12 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.K. CCP FY 76: JUNE 30 PROGRESS REPORT
TAGS: BEXP, UK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006